

ORDER



Orders

Order / Rev: 699760

Alt Order #: 06235178

Product Desc: SHERROD BROWN/SENATE

Estimate:

Flight Dates: 10/02/12 - 10/08/12

Original Date / Rev: 07/16/12 / 10/02/12

Order Type: Political

WKYC

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: Shorr, Johnson, Magnus/POL

Buying Contact:

Billing Contact:

1831 Chestnut St. #602

Philadelphia, PA 19103

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Brown,S/ Democractic Senate Campai

Demographic: A25-54

Product Codes: PL-US Senate

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	25	\$40,500.00	\$34,425.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$40,500.00	\$34,425.00	0.00
Totals	25	\$40,500.00	\$34,425.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/02/12	10/05/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					2	\$1,400.00		0.00			
E 2	WKYC	10/08/12	10/08/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					1	\$1,400.00		0.00			
E 3	WKYC	10/02/12	10/05/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
3X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					3	\$1,400.00		0.00			
E 4	WKYC	10/08/12	10/08/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					1	\$1,400.00		0.00			
E 5	WKYC	10/02/12	10/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					2	\$1,400.00		0.00			
E 6	WKYC	10/08/12	10/08/12	M-F 5-6p Dr. Phil	CM	5p-6p	M- - - - -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00

Order / Rev: 699760
 Alt Order #: 06235178
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Brown,S/ Democratic Senate Campaign
 Product Desc: SHERROD BROWN/SENATE
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/08/12	10/08/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1				\$1,400.00		0.00			
E 7	WKYC	10/02/12	10/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-TWTF--	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-TWTF--		2				\$2,400.00		0.00			
E 8	WKYC	10/08/12	10/08/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1				\$2,400.00		0.00			
E 10	WKYC	10/02/12	10/07/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTFSS	:30	3	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-TWTFSS		3				\$2,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	6	NKYC	10/01/12-10/07/12	LN (M-Su)		11P-1135P	-TWThFSaSu	:30		(\$2,400.00)		0.00	NM		
	See MG 10.7														
	[Prgm Change]														
	7	NKYC	10/07/12-10/07/12	Post NFL News		Various	-----Su	:30		\$2,400.00		0.00	NM		
	Ⓜ MG for 10.6 10/07														
E 11	WKYC	10/08/12	10/08/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1				\$2,400.00		0.00			
E 12	WKYC	10/02/12	10/05/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-TWTF--		2				\$1,200.00		0.00			
E 13	WKYC	10/08/12	10/08/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1				\$1,200.00		0.00			
E 14	WKYC	10/06/12	10/06/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$1,400.00		0.00			
E 15	WKYC	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$1,400.00		0.00			
N 16	WKYC	10/03/12	10/05/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		1				\$2,000.00		0.00			
N 17	WKYC	10/07/12	10/07/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$800.00		0.00			
N 18	WKYC	10/06/12	10/06/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$500.00		0.00			
													Totals	25	\$40,500.00